

MEMBERSHIP LEVELS

The Riverbed Technology Alliance Program offers three levels of membership to companies large and small who want to partner with Riverbed on various levels of solution development and integration.

- » **RTA Member** – This basic level of membership allows partners to validate their products with Riverbed and engage in limited marketing and sales activities.
- » **Elite Partner** – This level of partnership is an integrated relationship where Riverbed and the Elite Partner do extensive solution testing and identify product synergies. Elite partners are also able to become officially “Riverbed Tested” which is a formal Riverbed testing program that ensures interoperability with Riverbed products. A go-to-market plan is also developed and executed.
- » **Global Partner** – This level of partnership is a global, strategic relationship with long-term revenue and product goals. This level is invite-only and requires extensive solutions testing and development, as well as a commitment of global resources.



The Riverbed Technology Alliance (RTA)

Program Overview

The Riverbed Technology Alliance (RTA) provides the industry's leading solutions to complex enterprise application, network, and storage challenges. The alliance is comprised of a select group of technology companies that have partnered with Riverbed in order to jointly develop, market, and deliver solutions to enterprise customers and drive revenue and value to both companies. RTA Partners are comprised of complementary technology companies who share a common vision of accelerating application performance, simplifying network management and infrastructure, reducing replication and backup time-frames, and delivering significant savings as customers increasingly use the wide-area network (WAN) to enable global business.

Global Partner (Invite Only)

Global Partners are global, strategic relationships with long-term revenue and product goals that have global reach, strong brand equity in enterprise markets or verticals, global business implications and a broad business portfolio. This level is invite-only and requires extensive solutions testing and development, potential joint development, as well as a commitment of global resources.

Requirements:

- Annual Partnership cost: \$10,000
- Development of Global Go-to-market plan
- Co-marketing investment of \$50,000/year

Benefits:

- Global sales engagements and mapping
- Joint press release issued to announce partnership
- Select customer case studies published
- Featured partner on WAN optimization forum
- Joint solution data sheet developed with Riverbed and partner logo
- Joint presentation developed to discuss partnership value
- Yearly co-marketing plan developed
- Co-sponsorship of select Riverbed webinars
- Select joint white papers published
- Access to the Riverbed co-marketing toolkit
- Riverbed Tested logo
- Much more...

Elite RTA Partner

Elite Partners are committed to furthering the WAN optimization solution story and offer complementary products. Riverbed and the Elite Partner do extensive solution testing and identify product synergies. Elite partners are also able to become officially “Riverbed Tested” which is a formal Riverbed testing program that ensures interoperability with Riverbed products. A go-to-market plan is also developed and executed.

Requirements:

- Annual Partnership cost: \$5,000
- Development of Go-to-market plan
- Co-marketing investment of \$25,000/year

Benefits:

- Press release issued to announce partnership
- Joint solution data sheet developed with Riverbed and partner logo
- Joint presentation developed to discuss partnership value
- Yearly co-marketing plan developed
- Co-sponsorship of select Riverbed webinars
- Select customer case studies published
- Access to the Riverbed co-marketing toolkit
- Riverbed Tested logo
- Much more...

RTA Member

This basic level of membership allows partners to validate their products with Riverbed and engage in limited marketing and sales activities.

Requirements:

Annual Partnership cost: \$1,000

Benefits:

- RTA Member logo
- Joint solution testing and results documented
- Select co-marketing activities
- Access to the Riverbed co-marketing toolkit
- Much more...

Partner Benefits

Benefit	Description	RTA Member	Elite RTA Partner	Global RTA Partner (Invite Only)
MARKETING				
Riverbed partner directory listing	Listed on the Riverbed.com Web site	•	•	•
Riverbed Tested logo	Partner products are tested with Riverbed products- testing support varies per partner level. Partners receive official Riverbed "Tested" logo and can use it in marketing materials	•	•	•
Riverbed co-marketing toolkit	Co-logged items such as templates for power point presentations, templates for data sheets, seminar invitations, etc.	as needed	as needed	as needed
Co-sponsorship of Riverbed webinars	Riverbed conducts several webinars per month- marketing plan developed per partner at Elite and Global level. Additional costs may apply	Per Riverbed approval- must bring joint customer and provide all marketing support	Per Riverbed approval- partner can propose topic and share cost	Yes- Number determined with yearly marketing plan
Press release issued	Preferred with customer success story	Partner to issue release and Riverbed to provide quote	On a case by case basis- Riverbed and partner issue release-preference to have customer quote	On a case by case basis- Riverbed and partner issue release-preference to have customer quote
Customer case studies published	Select customer case studies published on Riverbed.com	Partner identifies customer, per Riverbed approval	Per Riverbed approval	Per Riverbed approval
Joint solution data sheet developed		Partner writes first draft and sends to Riverbed for editing and approval	•	•
White papers	jointly developed	case by case basis	case by case basis	case by case basis
Demo of joint solution	a demo that shows how the joint solution works in the field and at events- partner to aid in building		case by case basis	Yes (may be modified for language)
Yearly marketing plan			•	Yes- global
Sponsorship of Riverbed User Groups	Riverbed conducts quarterly user groups in several cities. RTA Partners have the opportunity to sponsor.	case by case basis	case by case basis	case by case basis
Featured partner on WDS Forum	Partner can be featured on the WDS forum		case by case basis	•
Co-sponsorship of Riverbed field activities/ seminars	Partner has opportunity to sponsor Riverbed field seminars- these will be evaluated on a case by case basis and mutually agreed upon	•	•	•
Customer videos/ podcasts	Select joint customers are interviewed and filmed for customer video/ reference store interview	case by case basis	case by case basis	case by case basis
Channel Mapping	Riverbed will compare channel partners and develop joint sales initiatives	case by case basis	case by case basis	•
NOT FOR RESALE EQUIPMENT				
Equipment loan/ sale program	Select equipment used for testing, training and demo purposes- not for resale or internal use	Equipment loaned for 30 days or sold at a discount	Equipment loaned for 30 days or sold at a discount	Equipment loaned for 30 days or sold at a discount
TRAINING				
Sales and SE Training	Riverbed Sales and SE's will be trained on joint partner solution	Invite only	Invite only	•
Inside Sales introduction/ training	Inside sales is given a training on partner solutions and incentives to sell joint solution	Invite only	Invite only	•
SALES SUPPORT				
Alliance Manager			•	•
Technical Marketing Manager			•	•

About Riverbed

Riverbed Technology is the performance leader in WAN optimization solutions for companies worldwide. By enabling application performance over the wide area network (WAN) that is orders of magnitude faster than what users experience ordinarily, Riverbed is changing the way people work, and enabling a distributed workforce that can collaborate as if they were local. Additional information about Riverbed (Nasdaq: RVBD) is available at www.riverbed.com.



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